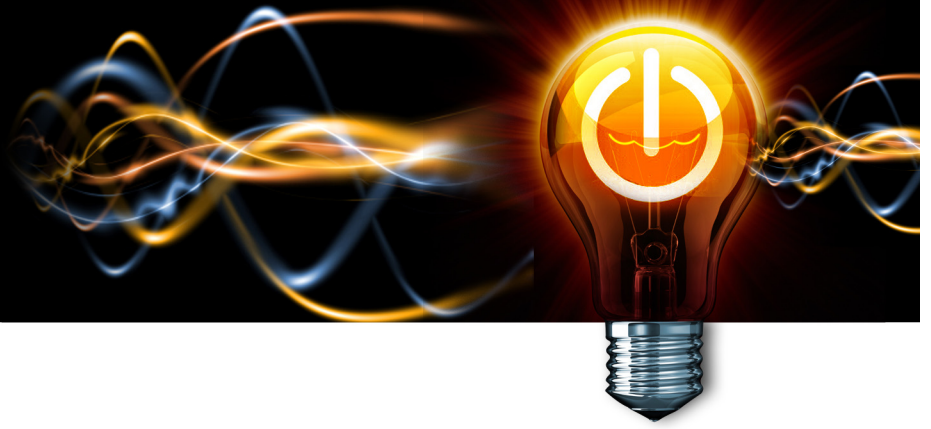
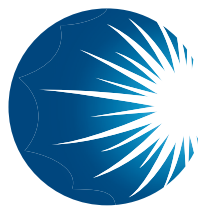




GeniSys
GLOBAL



GeniSys Global Makes **IT** Work for Wilmington



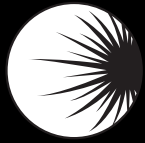
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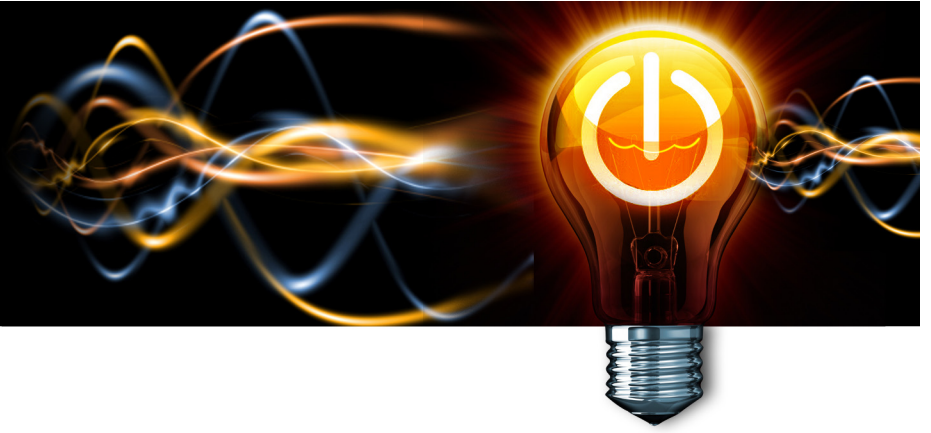
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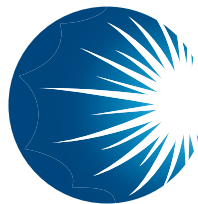


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How the City of Wilmington, North Carolina is evolving budget cuts into competitive advantages by migrating to a hosted environment that is lowering costs, raising productivity, improving data security and assuring a scalable infrastructure for future growth. Results-in-progress

- More than \$900,000 in savings on annually budgeted items
- Projected ROI of more than 500%
- ROI materializing within six months of implementation



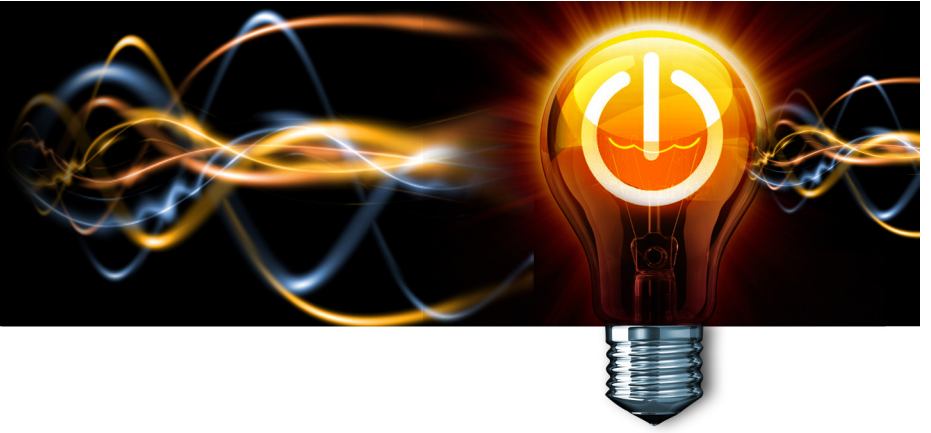
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A Daunting Fiscal Challenge

The City of Wilmington, like virtually all municipalities these days, has had to find ways to do more with less. This city of just over 100,000 experienced extraordinary growth in the 1990s. At one point, of all cities in America only Las Vegas outpaced Wilmington's growth, and through the past decade it continued to be North Carolina's fastest-growing city.

Then the bottom fell out of the economy. Plunging property values, foreclosures, retraction of the business sector and job losses drastically eroded the city's revenue base. Nonetheless, there has not been a commensurate reduction in demand for city services. If anything, as they have become less able to fend for themselves, Wilmington's citizens have

become more reliant on government to be there for them. Plus, as the economy begins to recover, Wilmington's future prosperity depends on its ability to continue to be one of the most attractive places in the country to work and do business (see "Wilmington Vital Statistics" sidebar).

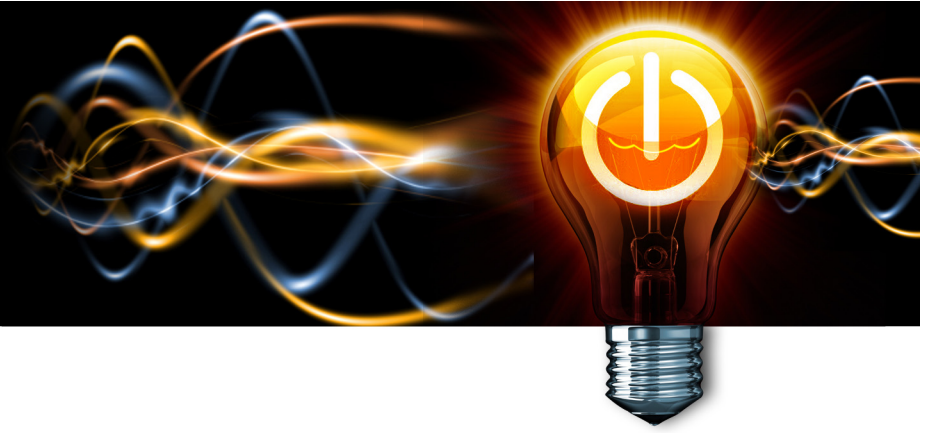
So Larry Bergman, Wilmington's IT Manager, faced a double whammy. The city's VoIP system and other elements of the IT infrastructure were near the end of their life cycles and needed replacing and upgrading. Disaster recovery and business continuity capabilities needed to be improved. Yet the IT budget had been reduced by 15 percent over the past few budget cycles. On top of all this, the city manager made it clear that this would not be a temporary reduction until things got better—the baseline wasn't coming back any time soon.

A Brief Overview of Unified Communications

Under the current technology model, communications functionality is split between two discrete worlds, computing and telephony. Each has separate and incompatible network requirements. The concept of Unified Communications (UC) is to bridge these networks, while at the same time integrating and adding to their functionality—without starting from scratch with a new computer network and a new phone system.

The unifying technology is based on two tightly integrated servers that also integrate into an existing phone system. In conjunction with the data network, these deliver a complete and synergistic exchange.





Hunkering down and making do was not an option. Bergman and his team would have to find other, better ways of doing business.

Wilmington Vital Statistics

Area: Approx. 30 sq. miles

Population: 100,192 (US Census Bureau estimate, July 1, 2008)

Total City Budget FY

2009-10: \$122,778,183

City Employees: Approx. 1,000

Notable National Rankings:

#14, "Best Places for a Start-Up" (Fortune Small Business Magazine)

#32, "Best Places for Business and Careers" (Forbes Magazine)

Making IT Work to Solve a Fiscal Crisis

Enter GeniSys Global. The Wilmington-based systems integration company had requested a meeting

with Bergman to discuss IT needs for the new convention center the city was planning to build. In the course of that discussion, both parties discovered that GeniSys could address some more immediate needs for the city's administrative branch with a hosted solution. Not only that, thanks to its status as a Microsoft Certified Gold Partner and its unique strategic partnership with IntelPeer, a leader in hosted on-demand rich media communications, GeniSys was one of the only companies in America that could deliver a single-sourced Unified Communications (UC) solution—one that, for the first time would integrate Wilmington's computing and telephony networks.

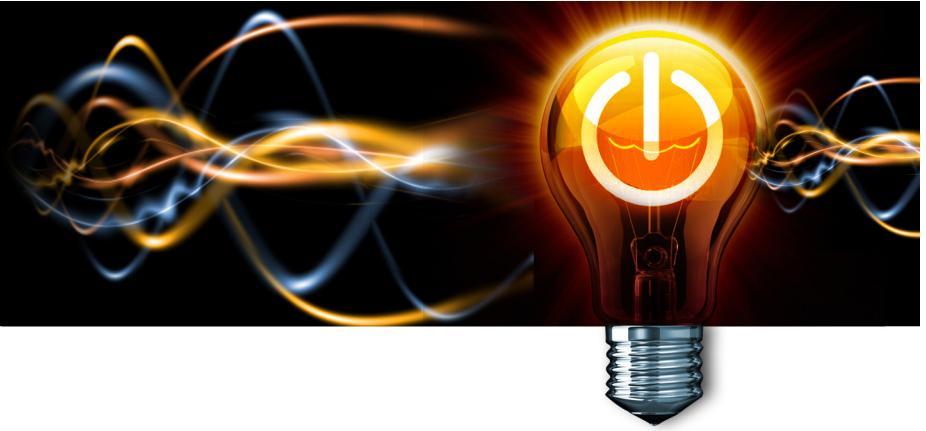
Wilmington's IT department had already adopted some hosted products on a piecemeal basis and was starting to give serious consideration to hosting as a comprehensive option, as well as looking at incremental, internal

Unified Communications technology enables:

- Audio/Video Conferencing
- VoIP Telephone Service
- Locator and Contact Information
- Speech-technology-enabled interactive voice response

In addition, it allows users to work seamlessly among email, voicemail, faxes, calendars and instant messaging. This is accomplished by allowing access to voice, email, fax and other mixed media, such as video, sound clips and pictures, from a single mailbox—all independent of the access device. Sort, prioritize and forward voicemails and faxes just like an email or use a phone to listen to email, hear a calendar or access a contacts file.





implementation of virtualized servers. However, they had concerns about a hosted solution. What about security, data integrity, compliance and assured connectivity? Was this an all-or-nothing proposition, or would they be able to maintain selective on-premises functionality? Aside from the technical considerations, what about the human factor? What would the impact be on employees and customers?

The city decided to retain GeniSys on a consulting basis to do a comparative cost/capability/productivity analysis of continuing with a premises-based approach versus migrating to hosted solution.

On January 20, 2010, GeniSys, after an exhaustive study, submitted their findings. The results were eye-popping:

- **\$916,228 in annually budgeted hard and soft costs eliminated or reduced**

- **A risk-adjusted, projected ROI of 563%**
- **Materialization of ROI within six months of implementation**
- **Migration could be accomplished within the already allocated, reduced IT budget**

And that was just the beginning. Those projections were based solely on quantifiable hard costs. They did not take into account the value of such benefits as:

- Improved communication among employees that was impossible with the city's existing technology
- Potential savings realized from consolidation/optimization of the 384 different applications city workers were currently using

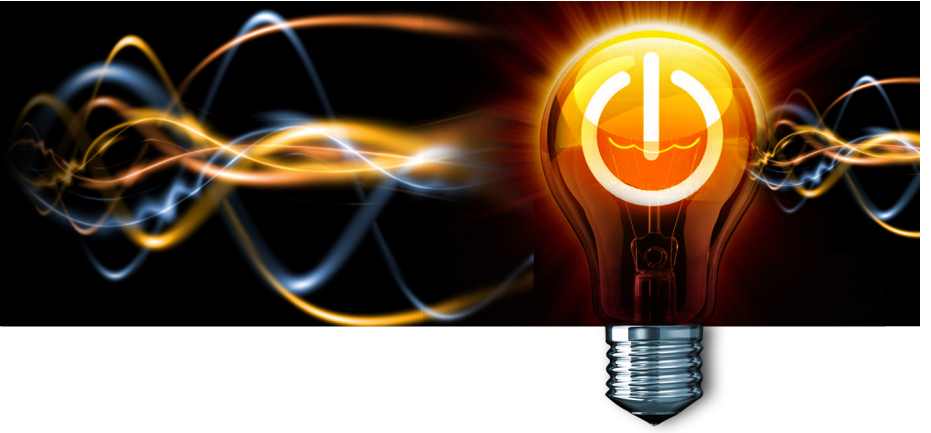
Unified Communications delivers all this across various applications and devices:

- Desktop Computers
- Internet
- Mobile and fixed-line PSTN telephones

The key benefit? Unified Communications connects employees in ways heretofore impossible, using the same communications tools they're familiar with to drive down costs and increase productivity exponentially:

- Reduce or eliminate airfare, hotels, per diems and avoid travel downtime by meeting online
- Realize impressive ROI over the cost of conducting business face-to-face





- Benefits of closer collaboration among Wilmington's administration, its vendors and its county peers and other governmental agencies.

On the basis of the report, Wilmington began a pilot program to "test drive" GeniSys Global's solution and services. The program bore out the projected results, and Wilmington gave GeniSys the go-ahead to propose, plan and implement a city-wide IT migration from the current on-premises system to a hosted solution in three phases.

Phase One, which began with an evaluation of the city's network and all workstations, applications and devices on the network, is scheduled for completion on May 31, 2010. Following migration of approximately 750 mailboxes over one weekend, all email and communications changes will become operational and all hosting processes will be in place and functional.

Phase Two, to be completed by June 30, 2010, will deploy the SIP trunk transforming the city's current internal voice system into a Unified Communications system. One month later, the city will have a truly hosted network with the completion of Phase Three, which will see the deployment of the Citrix agent and hosting of all applications.

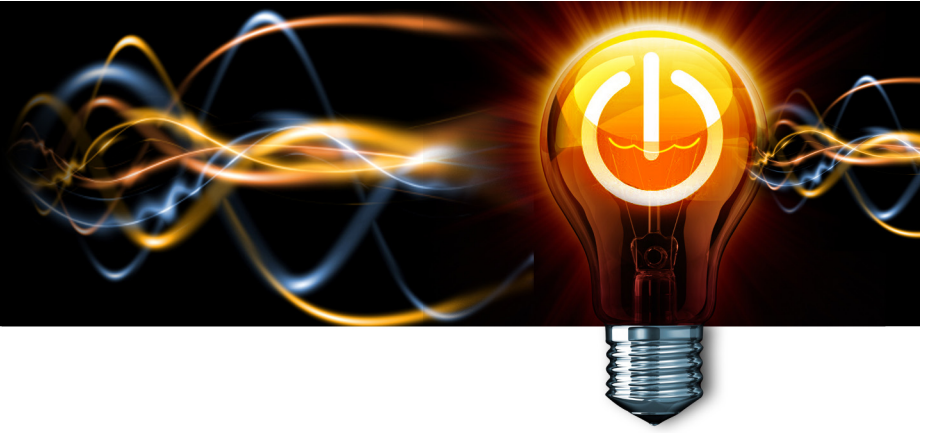
When completed, some of the benefits will include:

- Automation of configuration and provisioning from pick lists that will reduce the time required to do it manually from the current average of 160 hours to 90 minutes
- Virtual desktops can be set up in literally seconds
- Ability to obtain metrics for the use of all applications, allowing deployment efficiency to be optimized

Cont'd.

- Instant access to decision makers and information when and where needed at all times
- Accelerated business decisions, with the ability to act instantaneously to capitalize on emerging opportunities
- Extends the workplace beyond office or laptop to anywhere/anytime access for increased productivity and job satisfaction
- Less time spent on the complexity of communicating, more time getting actual work accomplished
- Dramatically increased collaboration among employees, work groups, business partners and clients
- Real-time interaction among calendars, schedules, workflow, integrated voice response (IVR) conferencing, instant messaging and other applications





Wilmington will also benefit from GeniSys Global's comprehensive support services. This will allow the city to realize further savings and efficiencies by reducing demand on IT resources, allowing it to focus on enhancing IT performance. The support includes:

- Enterprise monitoring and metrics and system-wide to user-machine visibility
- Systems monitoring and maintenance
- Online training and support resources

GeniSys Global Advantages

Among the factors persuading Wilmington to select GeniSys, four were key:

- The ability to offer a *hybrid solution* that accommodated both

hosted and premises computing

- The capability to deliver the *security and continuity* improvements in a hosted solution that the city needed

- The opportunity to have a Unified Communications solution from a *single vendor*
- The fact that its solution *minimized the learning curve*

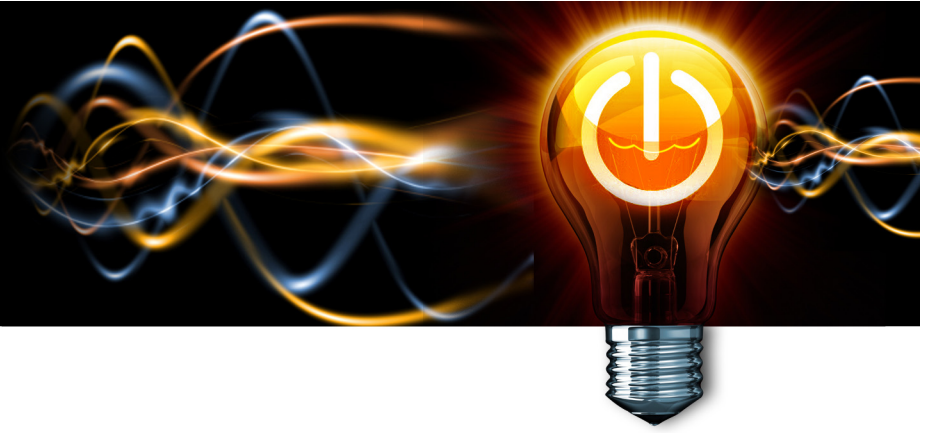
Hybrid Solution: As a Microsoft Gold Certified Partner, GeniSys could offer Microsoft's Software-plus-Services solution. Based on Microsoft Hosted Exchange, this meant the city could take full advantage of cloud computing while continuing to leverage its existing hardware-software investment. As Larry Bergman puts it, "Having a combination of hosted and some premise-based elements enables us to get the best of both worlds and utilize equipment we already own. Also it allows some standalone or special-purpose applications to

exist as they are until we need to replace or eliminate them. [GeniSys'] hosting datacenter is impressive and gave us all those benefits included in the hosting costs."

Security & Continuity: Unlike most hosting providers, GeniSys maintains its own network and datacenter. With the GeniSys Secure Network and Datacenter Facility, its clients' information remains on a private network (rather than a public network) with automatic, secure and encrypted data backup and storage that meets the HIPAA compliance standard for Internet data transmission. Clients know exactly where their data is at all times, not the case with most cloud-only hosters, such as Google. This eliminates some potential compliance issues or the possibility of being subject to the laws of another country.

The GeniSys Datacenter Facility, which is made available only to GeniSys





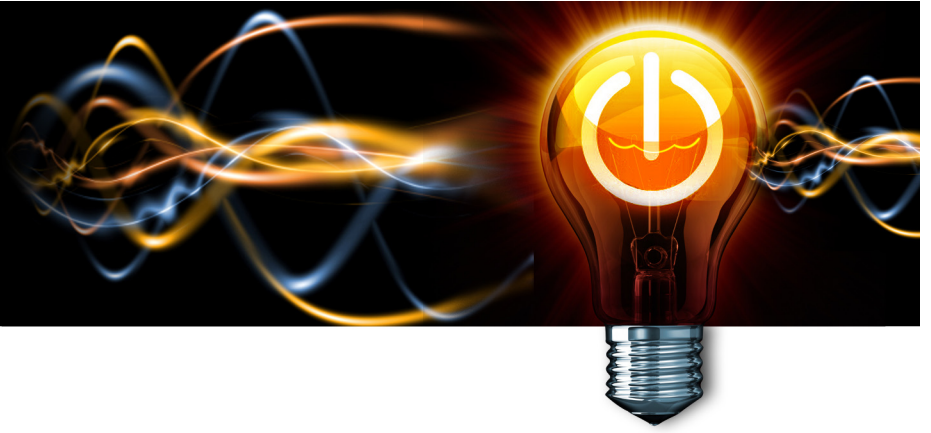
clients, delivers Tier-I-level service from a dual-power grid location outside all flood zones. It is hurricane-wind, zone-4 earthquake and 4-hour fire rated, with state-of-the-art physical and electronic security provisions too numerous to list here.

Single-source UC: Unlike almost any other hosting provider, GeniSys supports both Wilmington's hosted computing and telephony networks. This includes dial-tone and phone-number provisioning, a capability unique to GeniSys in the mid-Atlantic states.

Minimal Learning Curve: No matter how compelling the technological argument is for adopting a new paradigm, the make-or-break issue almost always centers on the human factor. The success of a migration depends on whether end users are willing to come along for the ride, and that comes down to ease of learning and ease of use. Because the GeniSys solution relies on familiar and ubiquitous Microsoft

products such as Outlook, city employees don't have to learn a new user interface. That was important to Larry Bergman when evaluating hosting options: "We have a large, complex organization with a lot of interaction with other agencies. It would have been a much more dynamic change for our employees and customers [to learn new applications], and sometimes those changes are harder for the organization than the technology part of the project."





GeniSys Global

GeniSys Global was founded in 2002 by IT business colleagues David Spears and Johnny Diggs. They knew that they could offer a better way for organizations to handle their critical data.

GeniSys started out as a traditional IT company, installing and supporting internal IT networks. Seeing the wave of the future, they began offering offsite application hosting and a virtual desktop experience. GeniSys made hosted services available in 2004 with data backup, Citrix Metaframe Presentation Server and Microsoft EA/OL. In 2005 GeniSys partnered with the Microsoft SPLA program. Shortly thereafter, GeniSys realized their vision and moved into a virtualized, clustered environment, building an enterprise-level data center network with state-of-the-art technologies.

In addition, they now provide their clients full integration of their voice and telephone networks through Unified Communications, boosting productivity and enhancing connectivity.

All of this can be quickly and easily provisioned through the GeniSys client portal. These services are made available on a per-user, per-month basis and are fully scalable, so that clients only pay for what they are using. With the new products and the global reach of the Internet, GeniSys has no stopping points.

To learn more about this case study and GeniSys Global, please contact us at the channels listed below.

